2010 CONSUMER ISSUES CONFERENCE

Unlocking the digital marketplace
LEGAL AND ETHICAL ISSUES

Speakers and workshops on selling, shopping, and participating in the online world
September 30 – October 1 • Wyoming Union • Laramie, Wyoming
www.uwyo.edu/consumerconference

KEYNOTE SPEAKERS

Patrick E. Murphy is Professor of Marketing in the Mendoza College of Business at the University of Notre Dame. Previously, he held the C.R. Smith Co-Directorship of the Institute for Ethical Business Worldwide for several years. He served as chair of the Department of Marketing at Notre Dame for ten years and was a Fulbright Scholar at University College Cork in Ireland in the 1990s and University of Lille 2 in France (2009). Professor Murphy was a faculty member and Marketing department chair at Marquette University before his appointment at Notre Dame. He specializes in business and marketing ethics. His work has appeared in leading ethics and marketing journals. He served as editor of the Journal of Public Policy & Marketing and is on five editorial review boards. His papers have won awards from three academic journals—Journal of Advertising, Journal of Macromarketing, and European Journal of Marketing. Currently, he is an Academic Advisor of the Business Roundtable Institute for Corporate Ethics. Professor Murphy holds a BBA from Notre Dame, an MBA from Bradley, and a PhD from Houston.

Psychologist Susan Linn is co-founder and director of The Campaign for a Commercial-Free Childhood, and Instructor in Psychiatry at Harvard Medical School. She is an internationally recognized expert on the effects of media and commercial marketing on children. Her book, Consuming Kids: The Hostile Takeover of Childhood has been praised in publications as diverse as The Wall Street Journal and Mother Jones and helped launch the movement to reclaim childhood from corporate marketers. The Boston Globe called her new book, The Case for Make Believe: Saving Play in a Commercialized World, “a wonderful look at how playing can heal children.” A prolific writer, Dr. Linn’s articles have appeared in Newsweek, Knight Ridder; the Boston Globe, and The American Prospect. Her commentaries can be heard on NPR’s Marketplace Report. She has lectured about the impact of commercialism on children throughout the United States and in Canada, Europe, Asia and South America. In 2006, she was awarded the American Psychological Association’s Presidential Citation for her work on behalf of children.
THURSDAY, SEPTEMBER 30, 2010 – WYOMING UNION SECOND FLOOR

8:00 – Registration
Coffee & juice, exhibits, posters – Lobby & West Yellowstone Ballroom

8:45 – Welcome & Announcements
University President Tom Buchanan & Committee co-chairs

8:00 – Registration

WyoMing union Second FLoor

8:45 – Welcome & announcements
Patrick Murphy, Professor of Marketing, Notre Dame, Ethics of Digital Marketing – Family Room

9:00:45 – Plenary Speech
Patrick Murphy, Professor of Marketing, Notre Dame, Ethics of Digital Marketing – Family Room

10:20-11:15 – concurrent breakout Session i

8:00-9:55 – concurrent breakout Session iii

10:20-11:15 – concurrent Breakout Session I

TRACK 1: Personal Protection: Patrick Murphy, Ethical Issues for Marketers and Consumers in the Online World


TRACK 3: Legal Issues: Matthew Wilson, UW Professor of Law, International Issues in Electronic Commerce

11:10-12:15 – concurrent Breakout Session II

TRACK 1: Personal Protection: Tony Smith, Special Agent, Federal Bureau of Investigation, Cheyenne, Wyoming, Cybersecurity: Identity Theft and Consumer Fraud


12:20 – Plenary Speech & Lunch
Susan Linn, Psychologist & Author, Consuming Kids: Reclaiming Childhood from Corporate Marketers & Media Moguls – Central and East Yellowstone Ballroom

1:45-3:15 – Concurrent Workshops (Repeat at 3:30-5:00)

OPTION 1: Doug Roehrkasse, UW Information Technology, Avoiding Hidden Dangers on the Internet (General Computer Security–Family Room

OPTION 2: Stan Skraba, UW Cooperative Extension, College of Agriculture, Social Media Bootcamp, Coe Library – Room 216

OPTION 3: Shelley Clause, Better Business Bureau of Northern Colorado and Greater Wyoming, Start with Trust: Shop Online with Confidence

7:00 PM – Documentary Film
Consuming Kids: The Hostile Takeover of Childhood, Susan Linn, Psychologist & Author, available for Q & A after the movie – Family Room

ACCOMMODATIONS

A block of rooms are available at:
• The Hampton Inn, 204 30th Street, Laramie, WY 82070. You must call (307) 742-0125 by August 30, 2010 and mention Consumer Issues Conference to receive the rate of $95 + tax/night.
• The Comfort Inn, 3420 E. Grand Ave., Laramie, WY 82070. Call (307) 721-8856 by August 30, 2010 and mention Consumer Issues Conference to receive the rate of $89 + tax/night.

MAJOR SPONSORS

• Associated Students of the University of Wyoming (ASUW)
• University of Wyoming College of Agriculture and Natural Resources Dean’s Office, President’s Office, College of Law’s Dean’s Office, College of Arts and Sciences, Foundation, Community Development Education Team of Cooperative Extension Educators, Department of Family and Consumer Sciences, Department of Communication and Journalism
• Albany County Tourism Board

CREDIT AVAILABLE TO ATTENDEES

The following credits are pending approval:
• American Association of Family and Consumer Sciences – 9-15 PDUs
• CLE (Continuing Legal Education) – 8 Credits Wyoming and Colorado
• Professional Teaching Standards Board (PTSB) – 1/2 Credit Unit
• FCSC 5102/COJO 5890 Communication in Cyberspace – 1 UW Graduate Level Credit – 15 PDUs

INFORMATIONAL DISPLAY AND PROJECT/ACADEMIC POSTER SPACE AVAILABLE